



# AVISHEK BANERJEE

Sales Development Representative

## About Me

I have a total experience of 9 years in SaaS product & services sales as a BDR & Inside Sales position, Out of which 6.5 years in B2B outbound sales & 2.5 years in B2B and B2C inside sales.



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Kolkata, West Bengal

## LANGUAGE

- English(Professional)
- Hindi(Professional)
- Bengali(Native)

## EDUCATION

### University Of Calcutta

Bachelor of Arts(English - General)  
2008-2014

## SKILLS SUMMARY

Sales	<div></div>	90%
Business Development	<div></div>	90%
Lead Generation	<div></div>	100%
Inside Sales	<div></div>	95%
Account Management	<div></div>	90%

## EXPERIENCE

### Adit

#### Sales Development Representative

June'2022 - Sep'2024

- Providing Dental software solution to Dental practices in USA & Canada that merges calls, texts, emails, forms, online scheduling, analytics, reviews, & payments in one place.
- Prospecting and identifying potential clients in the dental industry who could benefit from the software.
- Conducting outbound sales activities such as cold calling, emailing, and social selling to generate leads and scheduling appointments.
- Qualifying leads and setting up product demonstrations for the sales team.
- Using CRM software to track and manage leads and opportunities.
- Excellent communication and interpersonal skills to engage with potential clients. Strong organizational skills and attention to detail in managing leads and sales activities. Collaborating with the marketing team to develop targeted outreach campaigns.
- - Targeted Market - **USA & Canada**

### Dell Technologies

#### Inside Sales Representative

Sep'2019 - April'2022

- Receiving Inbound Calls for consumer clients.
- Providing product expertise to help client make an informative purchase decision.
- Answering customer queries regarding Laptop, Desktop, All-In-One & various SaaS products including MacAfee, Microsoft suite, Warranties, PDF solutions etc.
- Achieving Quarterly targets and KPI's including Close Rate's, Attach Rates, Revenue Margins etc.
- Targeted Market - **USA.**

## EXPERTISE

- Customer Acquisition
- Lead generation
- B2B Sales
- Outbound SaaS Sales
- A/B Testing
- LinkedIn Marketing
- Email Marketing
- Customer Relationship Management
- Customer Focused Selling
- International Sales
- Lead Management
- Sales Pipeline Development
- Follow Up Sales Activity
- Microsoft Office Suite
- Chat GPT & AI Tools Expert
- LinkedIn & Sales Navigator

### Archetive Solutions Client Communication Associate June'2018 - Nov'2018

- Interacting with U.S. banks(clients) in order to receive work orders to preserve mortgage properties.
- Recruiting contractors in specified areas with particular skill sets to match the required work order and give exact instructions to complete the work on time.
- After completing work order submitting to the clients.
- Bidding for more work orders
- Targeted Market - **USA**.

### Bidgap Technologies Pvt Ltd. Process Supervisor Oct'2015 - April'2018

- Catering for a Third Party Client in USA.
- Conducting End-to-End sales with dental practices in U.S.A.
- Scheduling Appointments with Office Managers or Dentists in dental practices for PMS integration.
- Providing demonstration of SaaS product(ADIT) and integration while giving cost and feature comparison with competitors.
- Closing deals and handing over account to onboarding team.
- Targeted Market - **USA**.

### Sangreal Technologies Pvt Ltd. Team Leader Feb'2013 - Mar'2014

- Providing Digital Marketing solutions to businesses.
- Generating leads through various online platforms including Yellow Pages, Street Directory & Google Listings.
- Reaching out to Business Owners to different stakeholders via cold calling, email campaigns, or LinkedIn marketing to introduce the company and its services.
- Providing demonstration of various services including Web Development, SEO, SMO, Content Creation.
- Closing deals and handing over account to Technical department to start onboarding.
- Targeted Market - **North America, APAC, INDIA**.